

Fast Flexible Reliable Cost Effective Representative

OMNIPOLL is a telephone omnibus survey which interviews a fresh, nationally representative sample of 1,000 adults aged 15+ every two weeks from our telephone research centre in Blackrock, Co. Dublin. The sample used is RDD (random digit dialling) and includes both mobile and landline phone numbers. At analysis stage, the data is weighted in line with the known profile of the population according to the latest CSO estimates.



CONTACTS:

✉ belinda.norton@ipsos.com

✉ aisling.corcoran@ipsos.com

Ph. +353 (0)1 4389000

✉ kieran.oleary@ipsos.com

✉ killian.barry@ipsos.com

www.ipsos.com/en-ie

SCHEDULE 2020

Wave	Closing Date	Fieldwork Period	Wave	Closing Date	Fieldwork Period
1	13th December	2nd-15th January	13	24th June	1st-14th July
2	10th January	16th-30th January	14	10th July	16th-31st July
3	24th January	3rd-16th February	15	24th July	1st-14th August
4	10th February	17th-29th February	16	7th August	17th-31st August
5	24th February	2nd-15th March	17	25th August	1st-14th September
6	9th March	16th-31st March	18	9th September	16th-30th September
7	25th March	1st-15th April	19	24th September	1st-14th October
8	7th April	16th-30th April	20	8th October	15th-31st October
9	24th April	1st-14th May	21	23rd October	2nd-15th November
10	8th May	15th-31st May	22	9th November	16th-30th November
11	25th May	2nd-14th June	23	24th November	1st-14th December
12	9th June	16th-30th June	24	27th November	3rd-17th December

CLASSIFICATION

	Gender		Region
	Age		Employment Status
	Social Class		Education
	Children in the Household		Grocery Shopping

Ipsos MRBI is Ireland's longest established research agency and the first in Ireland to be awarded the ISO9001 Quality Assurance Mark. For more than 50 years, we have been working with national and international organisations across all industries and sectors, helping to develop effective business strategies through providing a better understanding of markets and consumers.

CONTACTS:

✉ belinda.norton@ipsos.com ✉ aisling.corcoran@ipsos.com
 ✉ kieran.oleary@ipsos.com ✉ killian.barry@ipsos.com

Ph. +353 (0)1 4389000
www.ipsos.com/en-ie